City of Auburn
Website Policy

Purpose:

The purpose of this policy is to establish guidelines for the development, operation, and administration of the City of Auburn website. The City website will provide information about City services and matters of general interest to residents, businesses, and visitors. The City Website is maintained as a courtesy by the City to promote transparency, and is maintained for the exclusive use and control of the City, such use and control including but not limited to decisions on posted and available content.

This website is maintained by the Director of Information & Communication Technology (ICT), and his/her designees have the authority and responsibility to implement this policy. Judgments or interpretations on any issues that arise, that are not clearly covered in this policy, will be made at the discretion of the Director of ICT and/or the City Manager.

External Links

The City may provide links to external sites that fall into one of the following categories; a full and complete list must be maintained of all external links and be reviewed by the Director of ICT and the City Manager:

- Sites operated by governmental entities.
- Sites operated by accredited educational institutions.
- Sites sponsored by private organizations that provide government-related information and/or services in a way that is not available on an official government website.
- Sites sponsored by professional associations affiliated with local government (such as the Androscoggin Valley Council of Governments, the International City Management Association, the American Planning Association, etc.).
- Events or programs sponsored by local and regional economic development organizations that assist the City in promoting businesses throughout the City (ex., The Chamber of Commerce).
- Sites operated by entities with which the City has a formal contractual relationship through direct funding, partnership or co-sponsorship on programs or events which are related to the City's governmental purpose
- Sites sponsored by non-profit organizations whose purpose is to provide the public with information or access to the arts, culture, or education, or that provide visitor information related to Auburn and the surrounding area.
- Facebook, Twitter or other social media sites sponsored by any of the above entities and organizations.
- External sites designed and maintained by City Councilors or the Mayor. Such sites are the sole responsibility of their owners, and do not reflect the views or positions of the City.

Updated July 24, 2013

The City website will NOT provide links to sites that:

- Promote or exhibit hate, bias, discrimination, pornography or libelous or otherwise defamatory content.
- Have a primary purpose of furthering the agenda of a political organization or of a candidate running for office or of defeating any candidate for elective office.
- Have a primary purpose of promoting a religion or religious point of view.
- Promote or advertise commerce.
- Violate any provision of the City Charter, Ordinances, policies or equal opportunity policies, and/or consist of personal websites operated by individuals or websites personal in nature, design, concept or purpose.

Posting of Events

Information regarding community events may be posted on the City website so long as the posting of such information is consistent with the purpose of the City website and meets the criteria for external links. While the Director of ICT and the City Manager may consider suggestions of events to post on the city website, the decision of the Director of ICT and/or the City Manager is final and binding.

Minutes, Agendas & Public Hearings

- Notice of hearings will be posted on the City website.
- Minutes and Agendas will be posted on the City website and maintained for two years.
- The City website will include a link to Great Falls Television for webcasts and streamed videos of meetings.

Accuracy of Information

The City strives to keep information on this website accurate and current, but the information and services displayed on the site may include inaccuracies or typographical errors, and improvements or modifications may take place at any time. The City does not warrant that site availability will be uninterrupted or that your experience will be error-free, nor does the City warrant that typos or errors will be corrected. The City makes no representation about the reliability, availability, timeliness or accuracy of the website for any purpose. The web pages and the information contained therein are provided "as is" and without a warranty of any kind.

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Content Review Procedures

ICT Director

1. Yearly shall provide a list of all external links for approval by the City Manager
2. On or about January 1 of every year shall update the elected officials of the City, including but not limited to, the City Council and School Committee.
3. Monthly shall review the entire website to assure that all links and paths are accessible and provide the correct content.
4. Shall bring to the attention of the appropriate Department Director, the City Manager and the Web Content Manager any errors in content, incomplete pages, out-dated pages, or other concerns.
5. Will review all links to Facebook, to assure the content on those pages adheres to the City's policies.
6. Shall review all designated Content Editors on the website by department.
7. Shall review and approve all content changes at least once a week.

Department Directors

1. Shall designate one person as that department's Content Editor. The designation shall be in writing and will be kept on file in ICT. The designated department Content Editors will be responsible for weekly review of their department's pages, ensuring compliance with this policy.

Website Content Manager

1. The City Manager shall designate one person as the Website Content Manager.
2. The Website Content Manager shall maintain the news items and calendar.
3. The Website Content Manager shall maintain all content related to the City Council and will work with the City Clerk's Office to post Agendas, Minutes and their archives.
4. The Website Content Manager shall periodically review all website content and report errors or corrections to the Director of ICT and to the City Manager.
5. The Website Content Manager must report any habitual content errors or out-dated material to the City Manager.
6. The Website Content Manager will notify Department heads each week of any issues with content.

Clinton Deschene, City Manager